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To Inform and Delight, is a film about a graphic designer born in the Bronx named Milton Glaser. Milton was famous for creating the I Love NY logo in which love is represented with a heart. Based on the documentary I learned that graphic design doesn't have to follow a certain format or template. Your design can be in any order that you want it to be with the idea of framing being taken into consideration. Milton was able to use a rectangle for many of his designs. Two examples are when he did the magazine called *The Fortune Five Hundred* and his logo. Writing out name was blend and didn't stand out, so they decided to use the number 5 and make it big enough and put the word, hundred, right next to it. Another neat thing was making a logo stay in your head forever by incorporating a puzzle method in your design. Milton said, "the creation of a puzzle is one of the tools that you have to make people understand anything." I also learned that your design doesn't always have to be straight to the point. You can always make a design by simply throwing stuff together and adjusting it to make it seem like it there wasn't much work put into it. It makes people work in order to understand what you're trying to show or did. You shouldn't also have to rush into anything you are creating, sometimes you just have to take your time with a project. Taking your time helps to bring out the best in the project as well as give you a good sense of energy and allows you to understand new ideas. For example, when Hilton was teaching his students, he wasn't just teaching them to teach but rather was learning about new ways to express certain ideas and different ways to reimagine. Working with what you got is also what I learned. Just because something is not what you wanted doesn't mean you can't use it to your advantage. Hilton used the lights on the wall that were shaped as arches

to frame the wheels of his bicycles. He saw a design element incorporated into the wall already and used it to his advantage.

Hilton used type to his advantage by making it just another element to work off of. In the beginning with the *I love NY* logo he used type along with a symbol to create and design. By mixing a symbol with type he was able to create a design that was easy to remember and stuck in people's head. He also did the same thing with "*The Fortune Five Hundred.*" He drew up a big number five and added the word, hundred, next to it and you will still read it as five hundred and not just five and hundred. Even with his logo, instead of just simply writing put his name, he used a rectangle frame and used the letter of his name to create a grid type element in the rectangle.

I liked how the film was structure so that it all seemed to relate back to the previous project that was talked about. I like that they told us details that would normally seem like nonsense or shouldn't be included. Hilton explained why he did such things and what he learned about when talking about his past projects. He didn't just talk about what he did but rather talked about how to was able to improve his designs and how he would further tackle a new project.